



COLE

THE STANDARDIZED CAR



THE STANDARDIZED CAR



for the Man of Thrift

THE motor car has developed to a point where there is now a car for every purse—a design for every taste. Cole Motor Cars are designed and priced for the average man of affairs. They combine luxury and elegance with thrift and economy. The owner of a Cole *does* enjoy the sense of being discriminative. His car does not belong to the stream of commonplace vehicles—it is an equipage of taste. It radiates style. It stands for social distinction. Not only does it suggest the *power*, on the owner's part, to buy the *better things* in life, but it is an expression of his business judgment—the Cole is the embodiment of luxury at a *thrift* price.

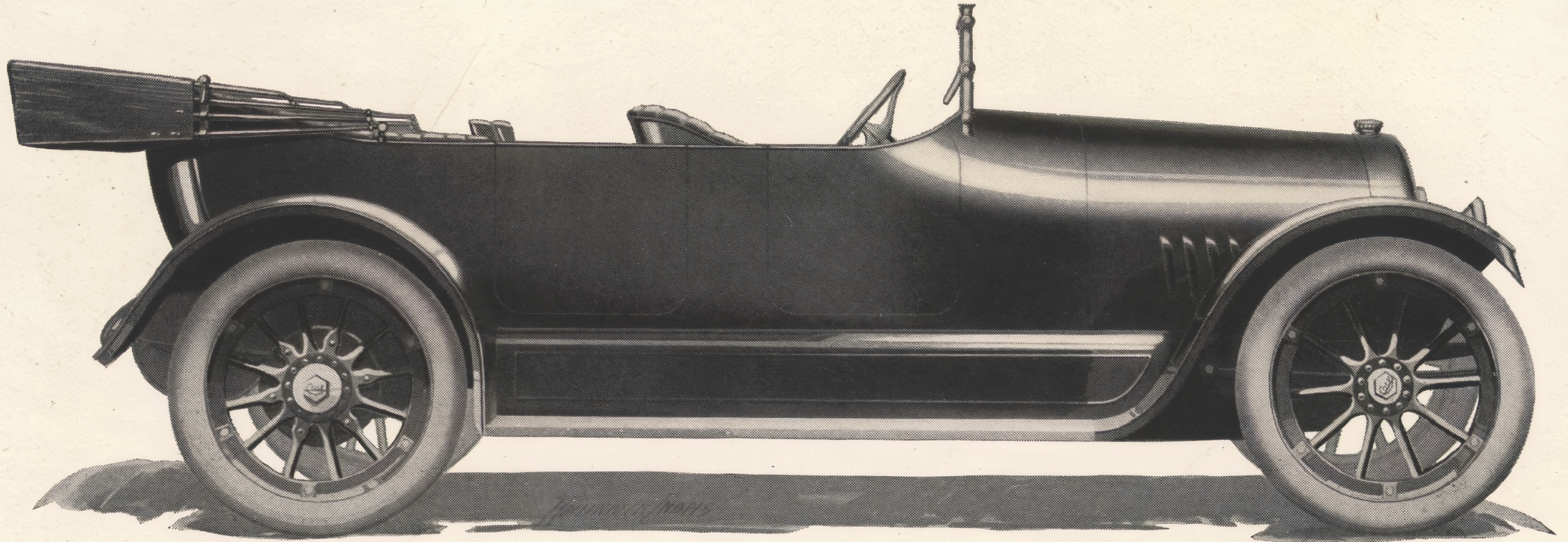
Building motor cars from the tested bests of everything is the Cole idea, which has been consistently practiced during the entire history of the Company. The present Cole models are the outgrowth of this plan.

No other manufacturer shows a more consistent record of steady growth and increased commercial prestige. Cole distributors in the leading cities have shared in the growth of the Cole factory, New York and Chicago *each* having taken during 1914 nearly six hundred Cole cars. Cole distributors in other important cities have shown similar growth.

This is convincing proof of the selling merit of the Cole, since New York and Chicago buyers have all of the world's choicest motor cars from which to select. Owners and dealers alike are interested, not only in the economical performance of the car, but also in the stability and performance of the Company back of the car.

Cole models come in both Fours and Sixes, ranging in price from \$1485 to \$2465 in touring and roadster models. Additional prices on closed bodies are indicated in this catalogue.

COLE STANDARD FOUR AND SIX



PRICES—MODEL 651-SIX

Type "G"—Seven-passenger Touring Car	\$1685
Type "K"—Four-passenger Coupe	2085

All Prices F. O. B. Indianapolis

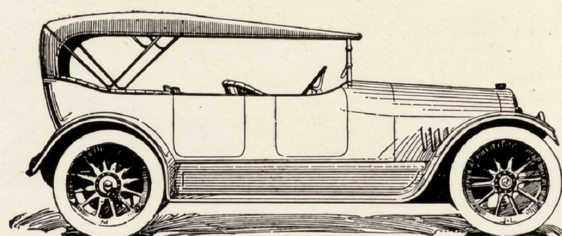
PRICES—MODEL 440-FOUR

Type "G"—Seven-passenger Touring Car	\$1485
Type "K"—Four-passenger Coupe	1885

All Prices F. O. B. Indianapolis

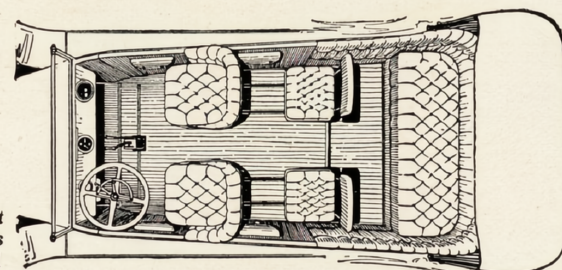
Table of Mechanical Data

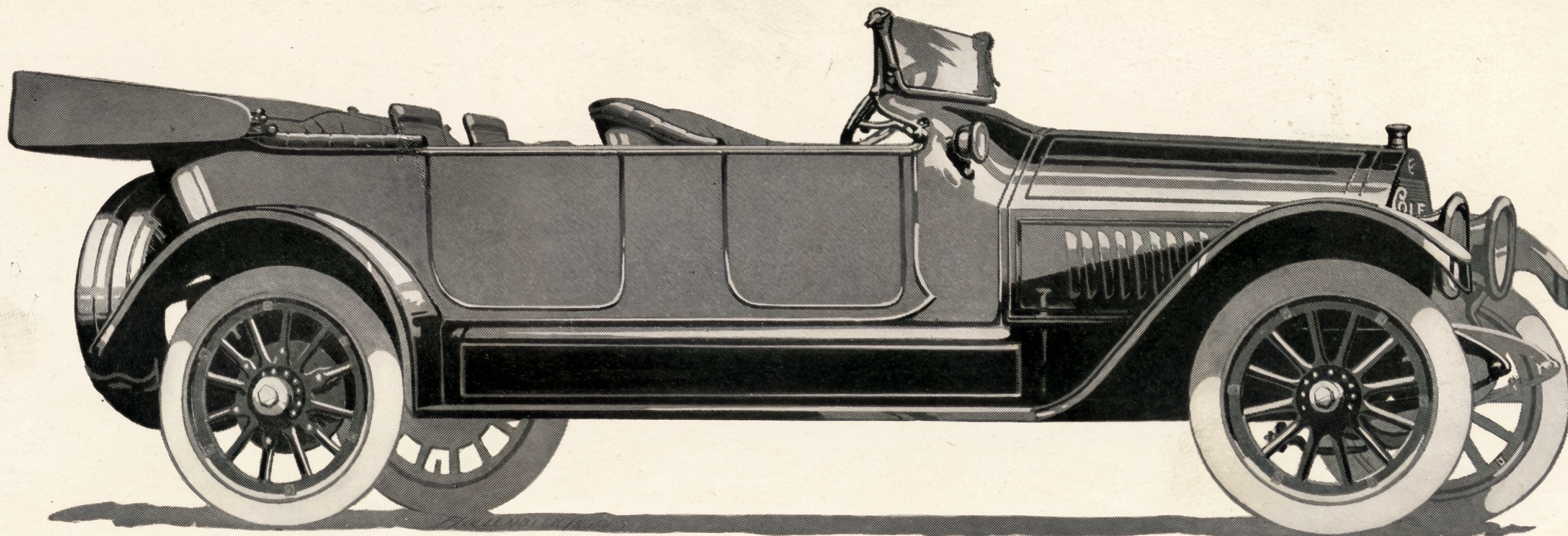
		440-Four	651-Six	650-Six	660-Six
AXLES—	Latest Timken, front and rear. Timken bearings throughout.	Timken	Timken	Timken	Timken
MOTOR—	Northway, three-point suspension. Four-cylinder and Big Six cylinder cast in pairs. Sensible-Six and Standard Six cylinder cast en bloc, with removable heads.	4¼" x 5¼"	3½" x 5"	3½" x 5"	4¼" x 5¼"
ELECTRICAL—	Starting, lighting and ignition.	Delco	Delco	Delco	Delco
LUBRICATION—	Constant level splash and pressure system.	Splash	Splash	Splash	Splash
CARBURETOR—	Stromberg, hot air connection.	Stromberg	Stromberg	Stromberg	Stromberg
BRAKES—	External contracting, interior expanding.	Ext. 13⅞" x 2" Int. 13½" x 2"	Ext. 13⅞" x 2" Int. 13½" x 2"	Ext. 15½" x 2½" Int. 15⅞" x 2½"	Ext. 15½" x 2½" Int. 15⅞" x 2½"
COOLING—	Centrifugal pump and propeller fan.	Pump	Pump	Pump	Pump
RADIATOR—	Mayo, very latest French design, with cast aluminum shell and removable cellular core.	Mayo	Mayo	Mayo	Mayo
CLUTCH—	Improved cone type, leather face.				
CONTROL—	Gemmer left hand drive, center control.	Left drive	Left drive	Left drive	Left drive
BODIES—	Roadster, Coupe, Four, Six and Seven Passenger Touring Cars and Limousines.	Three types	Three types	Four types	Five types
COLOR—	Dark Brewster green body, black trimmings, natural wood wheels.				
SPRINGS—	Oil-tempered, self-lubricating; semi-elliptic in front, three-quarter elliptic in rear.	Self-lubricating	Self-lubricating	Self-lubricating	Self-lubricating
FUEL SYSTEM—	Stewart vacuum gasoline feed.	Vacuum feed	Vacuum feed	Vacuum feed	Vacuum feed
TIRES—	Firestone, mounted on Firestone demountable rims.	34" x 4"	35" x 4½"	35" x 4½"	37" x 5"
WHEELBASE—	Right for power and easy handling.	120 inches	126 inches	126 inches	136 inches
WHEELS—	Artillery type, second growth hickory.	Natural wood	Natural wood	Deep Green	Deep Green
UPHOLSTERY—	No. 1 genuine black long grain leather over genuine curled hair and high-grade springs.				
EQUIPMENT—	Cole one-man Pantasote top with Cole handy inside curtains. Motor driven tire pump with air hose and gauge. Speedometer, oil-sight feed, service lamp, electric horn and complete outfit of tools.	Fully equipped	Fully equipped	Fully equipped	Fully equipped



Cole One-Man Top
Models
440 and 651

Seating Arrangement
Models
440 and 651

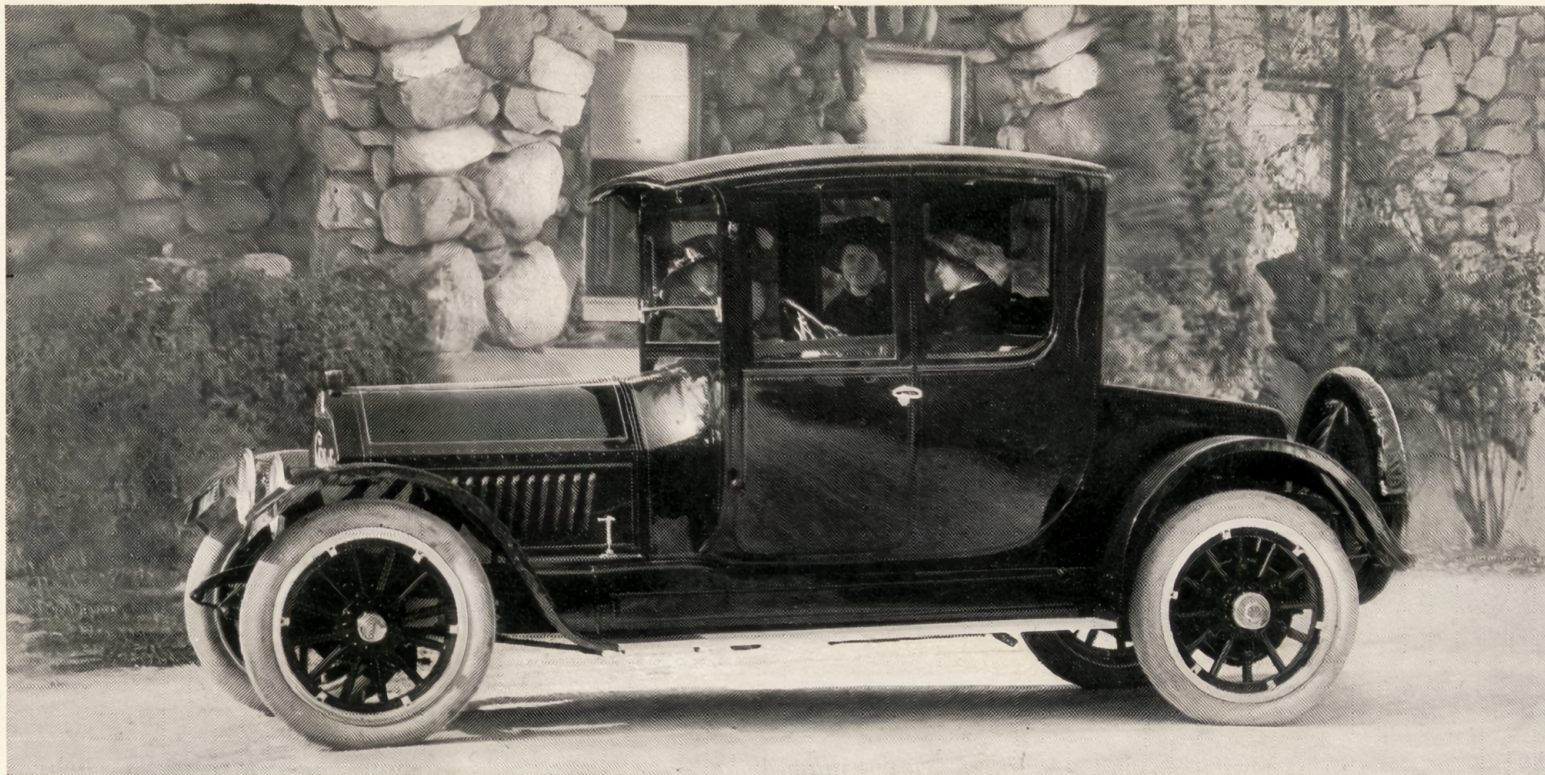




Cole Big Six—Model 660

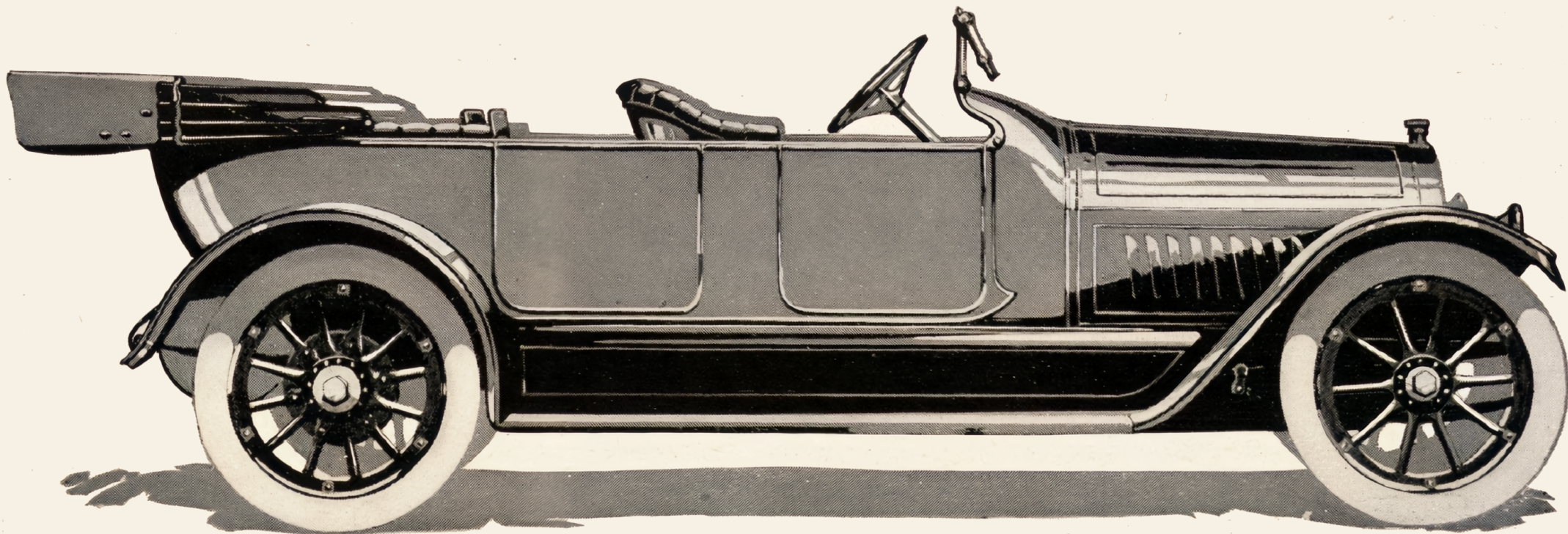
Type "G"—Seven-passenger Touring Car		\$2465
Type "O"—Six-passenger Touring Car		2465
Type "J"—Two-passenger Roadster		2465
Type "K"—Four-passenger Coupe		2750
Type "B"—Seven-passenger Limousine		3750

All Prices F. O. B. Indianapolis



Cole Sensible-Six Coupe

There is no more desirable winter type of automobile than the coupe. Closed body types on all chassis are found listed in this catalogue. Any Cole touring car or roadster model may be converted readily into a cozy closed car by simply substituting a coupe body for the open one. Any Cole dealer is prepared to quote prices which will include not only the body itself, but the work of changing from the open body, storing the open body during the winter, and reinstalling it on the chassis in the spring. Under this system it is possible to have two complete cars at a cost but slightly greater than the original touring car or roadster price.

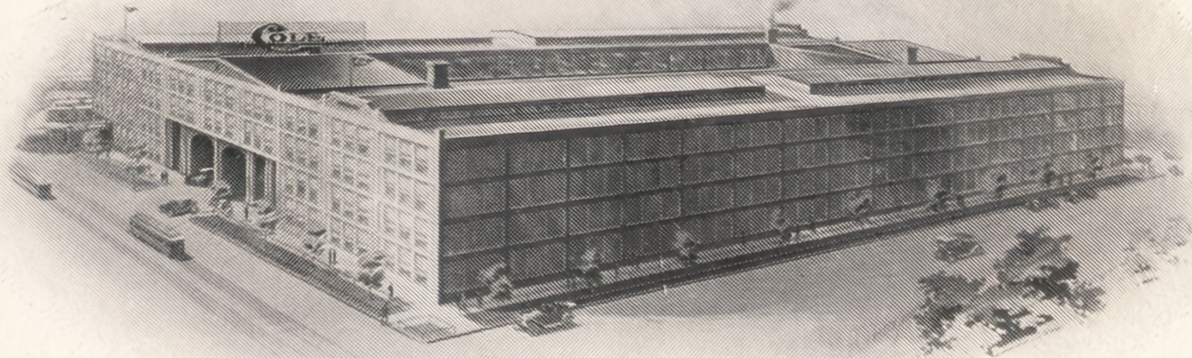


Cole Sensible-Six—Model 650

Type "G"—Seven-passenger Touring Car	\$1865
Type "O"—Four-passenger Touring Car	1865
Type "J"—Two-passenger Roadster	1865
Type "K"—Four-passenger Coupe	2250

All Prices F. O. B. Indianapolis





*New Home of "The Standardized Car," Occupying
an Entire City Block in the Heart
of Indianapolis*

Cole's Steady Growth

IN the light of recent events it is of the utmost importance that a dealer know as much about the manufacturer as his product, so here are a few facts that will enlighten you as to the standing of the Cole Motor Car Company:

	Capital Invested	Business Done
First and second years	\$100,000.00	\$ 995,900.00
Third year	300,000.00	1,491,750.00
Fourth year	600,000.00	2,343,599.00
Fifth year	825,000.00	4,824,494.00

*Observe the healthy increase
in production each year, and
a corresponding increase
in actual operating capital*

WE are now operating in a new steel concrete plant covering a down-town city block, all fully paid for. There are no bonds, preferred stock, mortgages or other corporate obligations. Reference to Dun or Bradstreet's special reports will confirm these facts

COLE MOTOR CAR COMPANY

INDIANAPOLIS, U. S. A.

Builders of The Standardized Car